

Station WTNH-TV NEW HAVEN, CT.
Advertiser () LMCMAHON 4 SENATE
Product LINDA MCMAHON
Estimate# 1463
Buyer ANNE BRAUNSCHEIDEL
Phone#
Fax#

Agency () MENTZER MEDIA
600 FAIRMONT AVE, S#306
TOWSON, MD 21286
Agency C/P1/P2/E //1463
Flight Dates 10/06/2012 - 10/12/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---
LINDA MCMAHON FOR SENATE SC=*

--- REMARKS ---
SEE LN 12 FOR NA AND MKGD OFFERS. PLS ADDRESS ASAP
THX, KELLY

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*12	10/10-10/10	W	10P-11P	1	:30	\$1,800.00		1		1	\$1,800.00	
Buyline Comment: NASHVILLE D												
Station Remark: V2 LN NA DUE SOTF OFFERING 1X NASCAR 10/13 @ \$1400 & 1X CT STYLE 1230-1P @ \$400												

---REPORT TOTALS---
Report Totals: 1 / \$1,800.00

---SALES MONTHLY TOTALS---

Oct 12: 35 / \$41,000.00
Sales Totals: 35 / \$41,000.00
Station Totals: 35 / \$41,000.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---
Market Totals \$164,000

CABL 0%	WCCT 0%	WCTX 0%	WFSB 45%	WHCT 0%
WRDM 0%	WTIC 20%	WTNH 25%	WUVN 0%	WVIT 10%
XXX 0%				

Books null
Demos RA35+



WTNH
8 Elm Street
New Haven, CT 06510
(203) 784-8888

CONTRACT

<u>Contract / Revision</u> 213016 /		<u>Alt Order #</u> 06861506
<u>Product</u> LINDA MCMAHON		
<u>Contract Dates</u> 10/06/12 - 10/12/12		<u>Estimate #</u> 1463
<u>Advertiser</u> POL/L McMahon 4 Senate		<u>Original Date / Revision</u> 10/05/12 / 10/05/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTNH	<u>Account Executive</u> Petty Philadelphia	<u>Sales Office</u> Petty/Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 1021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> IN2570/SP271/TO132f		<u>Advertiser Ref</u>

And:

Mentzer Media Services
600 Fairmount Avenue
Suite 306
Towson, MD 21286
USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
N 1	WTNH	10/07/12	10/07/12	Sun Hour 3	9p-10p		:30				NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S				1	\$3,200.00	0.00			
N 2	WTNH	10/08/12	10/12/12	News 8 @ 6a	6a-7a		:30				NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--				3	\$600.00	0.00			
N 3	WTNH	10/08/12	10/12/12	GMA	7a-9a		:30				NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--				2	\$650.00	0.00			
N 4	WTNH	10/08/12	10/12/12	M-F 9a-10a	9a-10a		:30				NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--				4	\$250.00	0.00			
N 5	WTNH	10/08/12	10/12/12	Katie	3p-4p		:30				NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--				4	\$300.00	0.00			
N 6	WTNH	10/08/12	10/12/12	News 8 5p-6p	5p-6p		:30				NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--				4	\$750.00	0.00			
N 7	WTNH	10/08/12	10/12/12	News 8 6p-630p	6p-630p		:30				NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--				3	\$1,000.00	0.00			
N 8	WTNH	10/08/12	10/12/12	M-F 7p-730p	7p-730p		:30				NM	5	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--				5	\$2,200.00	0.00			
N 9	WTNH	10/08/12	10/12/12	Nightline	1135p-120630a		:30				NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--				4	\$500.00	0.00			
N 10	WTNH	10/08/12	10/12/12	Late News 8	11p-1135p		:30				NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--				3	\$1,400.00	0.00			
N 11	WTNH	10/08/12	10/08/12	Mon 8-10p	8p-10p		:30				NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----				1	\$7,500.00	0.00			
N 12	WTNH	10/10/12	10/10/12	Wed Hour 3	10p-11p		:30				NM	1	\$1,800.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



WTNH
8 Elm Street
New Haven, CT 06510
(203) 784-8888

<u>Contract / Revision</u>	<u>Alt Order #</u>
213016 /	06861506

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/06/12 - 10/12/12	LINDA MCMAHON	1463

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/L McMahon 4 Senat	10/05/12 / 10/05/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----				1	\$1,800.00	0.00			
Totals										0.00		35	\$41,000.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/12/12	35	\$41,000.00	\$34,850.00
Totals	35	\$41,000.00	\$34,850.00

Signature: _____ **Date:** _____

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Rep Order#	6861506	Ver#	1	Status	New
EC'd	Yes				

Traffic Order#

Printed: 10/05/2012 12:54 PM
Last Received: 10/05/2012 12:52 PM
ing Buylines: All Lines

1 of 2

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Buyer ANNE BRAUNSCHEIDEL
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Agency () MENTZER MEDIA
600 FAIRMONT AVE, #306
TOWSON, MD 21286
Agency C/P1/P2/E //1463
Flight Dates 10/06/2012 - 10/12/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---
LINDA MCMAHON FOR SENATE SC=*

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
1	10/07-10/07	SU	9P-10P	1	:30	\$3,200.00	3	1	---	1	\$3,200.00	---
Buyline Comment: REVENGE												
2	10/08-10/12	M-F	6A-7A	3	:30	\$600.00	2	3	---	1	\$1,800.00	---
Buyline Comment: NEWS												
3	10/08-10/12	M-F	7A-9A	2	:30	\$650.00	2	2	---	1	\$1,300.00	---
Buyline Comment: GMA												
4	10/08-10/12	M-F	9A-10A	4	:30	\$250.00	3	4	---	1	\$1,000.00	---
Buyline Comment: DR PHIL												
5	10/08-10/12	M-F	3P-4P	4	:30	\$300.00	3	4	---	1	\$1,200.00	---
Buyline Comment: KATIE												
6	10/08-10/12	M-F	5P-6P	4	:30	\$750.00	2	4	---	1	\$3,000.00	---
Buyline Comment: NEWS												
7	10/08-10/12	M-F	6P-630P	3	:30	\$1,000.00	2	3	---	1	\$3,000.00	---
Buyline Comment: NEWS												
8	10/08-10/12	M-F	7P-730P	5	:30	\$2,200.00	2	5	---	1	\$11,000.00	---
Buyline Comment: JEOPARDY												
9	10/08-10/12	M-F	1135P-1205A	4	:30	\$500.00	2	4	---	1	\$2,000.00	---
Buyline Comment: NIGHTLIN												

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
10	10/08-10/12	M-F	11P-1135P	3	:30	\$1,400.00	-----	3	-----	1	\$4,200.00	-----
Buyline Comment: LATE NEWS												
11	10/08-10/08	M	8P-10P	1	:30	\$7,500.00	-----	1	-----	1	\$7,500.00	-----
Buyline Comment: DMTS												
12	10/10-10/10	W	10P-11P	1	:30	\$1,800.00	-----	1	-----	1	\$1,800.00	-----
Buyline Comment: NASHVILLE D												

---REPORT TOTALS---

Report Totals: 35 / \$41,000.00

---SALES MONTHLY TOTALS---

Oct 12: 35 / \$41,000.00

Sales Totals: 35 / \$41,000.00

Station Totals: 35 / \$41,000.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$164,000	CABL 0%	WCCT 0%	WCTX 0%	WFSB 45%	WHCT 0%
		WRDM 0%	WTIC 20%	WTNH 25%	WUVN 0%	WVIT 10%
		XXX 0%				

Books null

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
------------------------------	--------------

I, Beth Beall,

being/on behalf of: Linda McMahon, a legally

qualified candidate of the Republican political

party for the office of: Senate

in the General

election to be held on: November 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Linda McMahon for Senate 2012

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Sungha Frauen

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

4/30/12
Date

[Signature]
Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, Corry Bliss
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

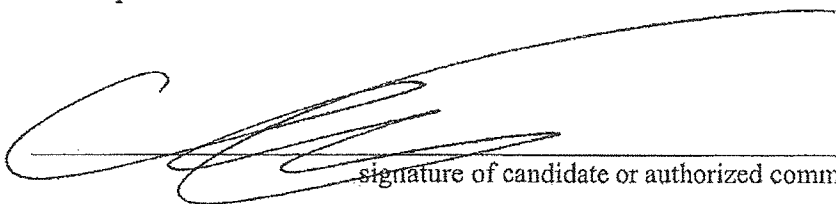
☒ does

☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☒ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.


signature of candidate or authorized committee

Corry Bliss

printed name

4/30/12

date



Political Client
Information Request Form

Candidate Name:

Linda McMahon

Official Campaign Name:

Linda McMahon for Senate 2012

Address:

556 Washington Avenue

City, State & Zip Code:

North Haven, CT

Campaign Phone:

203-691-8592

Campaign Fax:

475-238-8249

Campaign Contact Person:

Corry Bliss

Campaign Treasurer:

Sunghi Frauen